

Business Seminar and Gated Communities

**CERT: Prepared at Home and at
Work!**



Business Seminar Concept

- **Businesses are important to local economies**
- **History has shown many businesses are not prepared!**
- **CERT “BE PREPARED” concept is applicable at home and work**
- **Regional seminar – James City County, Williamsburg, York county and further!**

Local Resources

- **Local Office of Economic Development**
- **Local Better Business Bureau**
- **Local Chambers of Commerce**
- **Local business newsletters**
- **Your CERT partners!**



ECONOMIC DEVELOPMENT

JAMES CITY COUNTY, VIRGINIA



OPEN FOR BUSINESS SINCE 1607

SEARCH!

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Welcome to James City County, Virginia, strategically located in the Mid-Atlantic Region of the United States. With almost 400 years of history as a prime business location, the James City County/ Williamsburg, Virginia area today is an acclaimed business address, ideal for companies interested in manufacturing, distribution, office, and R & D.



James City County's Office of Economic Development is a team of specialists in company relocations and expansions. For businesses interested in a James City County location, our team can provide site selection assistance, as well as information regarding business assistance, workforce training programs, and the James River Enterprise Zone.

To learn more about ready-to-go sites and buildings for your company in James City County, please explore our site further.

Office of Economic Development
Keith Taylor, Director
101-C Mounts Bay Road, P.O. Box 8784
Williamsburg, VA 23187-8784
(757) 253-6607 - econdev@james-city.va.us

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Office of Economic Development
Website Established in 2003

Location, location, location...

- Budget – need to make as cost effective as possible.
- Needed support of all partners
- Hotel or training center? Remember your audience!

Your Message – does it sell?

- Theme for your seminar – to get them to come, sell it!
- Feed them and they will come
- Advertise in ALL available outlets
- How will you handle registration? Fee?

PREPARE AND PROFIT

LEARN HOW TO PREPARE
AND PROTECT YOUR PROFIT.

May 2, 2006
Crowne Plaza Williamsburg at Fort Magruder
\$25 per person
(includes registration, all materials and buffet lunch)

- 9:15 REGISTRATION (beverages provided)
10:00 WELCOME
Sanford B. Wanner, James City County Administrator
10:15 KEYNOTE SPEAKER
Clyde Hoey, Virginia Peninsula Chamber of Commerce
10:45 FEATURED SPEAKER
Anna McRay, Citizens Corps and CERT Training
Outreach Coordinator
11:00 BREAK
11:15 FEATURED SPEAKERS, PANEL:
Marc LaFountain, Public Outreach Coordinator,
Virginia Department of Emergency Management
Jim Goltry, Chapter Development Director, American Red Cross,
Colonial Virginia Chapter
12:15 CLOSING REMARKS
12:30 BUFFET LUNCH

Please register by May 1, 2006 using enclosed form.



COULD YOUR BUSINESS
MAINTAIN A PROFIT
AFTER A DISASTER —
OR WOULD YOU EVEN
REMAIN IN BUSINESS?


Our Business Seminar Partners

- Virginia Citizen Corps
- James City County Office Economic Development
- American Red Cross Colonial Virginia Chapter
- Virginia Department Emergency Management
- Mr. Clyde Hoey, Virginia Peninsula Chamber of Commerce

**Prepare and Profit
Business Seminar Evaluations**

Evaluations Received by 6/15/06 51%	37
Did you attend the seminar?	Yes: 36 No: 1 Blank:
Did you feel the seminar was beneficial & pertained to your business?	Yes: 34 No: 3 Blank:
Were there specific things presented that you will put into practice at your business?	Yes: 32 No: 3 Blank: 2
Are you interested in a "Next Step" seminar to help you develop a plan specific to your business needs?	Yes: 27 No: 8 Blank: 2
Should this seminar be offered regularly by JCC?	Semi-Annual: 12 Annual: 20 Bi-Annual: 5
Comments:	Need to include a segment on insurance coverage.
Comments:	Did not pertain to my business.
Comments:	Seemed to pertain more to small business rather than large manufacturing businesses.
Comments:	Have similar businesses get together to share ideas
Comments:	Was looking forward to learning about this – had a conflict with my schedule
Comments:	I have some other resources (manuals) to use as guides. If the seminar was offered before fall, I might be interested.
Comments:	Excellent presentation. Thank you for offering it.


Business Seminar Outcomes

- 73 attendees
 - Newspaper coverage
 - County Board of Supervisors and County Administrator awareness
 - Positive attendee reaction for all partners
 - Requests for 2nd seminar
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- A decorative graphic consisting of several concentric circles, resembling ripples in water, is located in the bottom right corner of the slide. The circles are light blue and vary in size, with the largest one being the most prominent.

Outcomes continued...

- Many requests by business owners and leaders for bulk materials or more information
- Verbal and written thanks for raising awareness at seminar
- Employees and business owners taking the CERT class
- Business owners sharing the message with their employees, better prepared to survive a disaster.

CERT in Gated Communities

- Targeted a gated community for the pilot class.
 - Community with structure, resources and communication.
 - Engaged citizens become advocates!
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- The bottom right of the slide features several decorative concentric circles in a lighter shade of blue, resembling ripples in water.





Fords Colony CERT

- HAM radio operators – constant contact with EOC
- Helping other gated communities achieve their goals
- Website at:
<http://members.cox.net/fccert/index.htm>
- Has 40 active members